Final Program

December 3–4, 2012
Ceylan InterContinental Istanbul
Istanbul, Turkey
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Badges and Admittance

Only persons registered for this meeting are admitted to educational sessions, meals and receptions. Those properly registered will receive an INTA name badge. Name badges must be worn at all times to gain access to all official INTA functions. Anyone found counterfeiting, copying or sharing badges may be subject to sanctions, up to and including removal from the meeting, and revocation of your INTA membership.
# Agenda

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**Monday, December 3**

**9:00 am–6:00 pm**

Registration and Information Desk Open  
Dolmabahce Foyer

**10:00 am–10:20 am**

Welcome and Introductions  
Dolmabahce Ballroom

**Speakers:**
- Alan C. Drewsen, Chief Executive Officer, International Trademark Association (United States)
- Gregg Marrazzo, 2012 INTA President, The Estee Lauder Companies (United States)
- Faisal Daudpota, Daudpota International, Program Co-Chair (United Arab Emirates)
- Manon Rieger-Jansen, Program Co-Chair, Bird & Bird LLP (Netherlands)

**10:20 am–11:35 am**

Session I  
**Building an Anticounterfeiting Case: Turning a Lead into a Defendant**

To establish a successful counterfeiting case, it is critical to identify the counterfeiter and its assets, network, affiliations, businesses and logistics, as well as the extent of its activities.

Receive practical tips from the global perspectives of a trademark owner, an in-house investigator and practitioners on such topics as:

- How to develop effective leads by working with investigators, law enforcement and Customs.
Handling and making the best use of information and evidence developed in the prosecution of civil and criminal cases.

**Moderator:**
Massimo Sterpi, Studio Legale Jacobacci & Associati (Italy)

**Speakers:**
Steve Allen, Pfizer, Global Security, EMEA Office (Turkey)
Lisa Brunton-Reed, British American Tobacco (Turkey)
Michael Andrew Enache, Ratza & ratza (Romania)
Gustavo Giay, Marval, O’Farrell & Mairal (Argentina)

11:35 am–11:50 am  **Networking Break**  Dolmabahce Foyer

11:50 am–1:10 pm  **Session II**  Dolmabahce Ballroom

**Laying a Solid Foundation for Enforcement**

In the battle against counterfeiting, a consolidated team effort by a company’s in-house and outside counsel, enforcement agencies and other industries, is imperative. These groups need to collaborate, share information and communicate, even before taking an enforcement action.

Leading authorities share valuable information and recommendations on:

- How to coordinate internal and external networks to lay a solid foundation for cooperation.
- Practical issues and best practices associated with sharing information and training.
- Balancing a company’s resource and confidentiality constraints with the need to provide adequate information to outside counsel and enforcement authorities.

**Moderator:**
Ronald van Tuijl, JT International S.A. (Switzerland)

**Speakers:**
Beate Devoghele-Lalk, Attorney-at-Law (Germany)
Nathalie Moulle-Berteaux, Lacoste (France)
Jeremy Newman, Rouse (United Kingdom)
Rana Saoud, National Intellectual Property Rights Coordination Center (United States)
Christophe Zimmermann, World Customs Organization (Belgium)

1:10 pm–2:30 pm  **Networking Lunch**  Anadolu

2:30 pm–3:45 pm  **Session III**  Dolmabahce Ballroom

**Managing Resources and Planning for Global Anticounterfeiting and Brand Protection Programs**
Managing a successful global anticounterfeiting and brand protection program demands considerable resources and effort. However, brand protection professionals constantly face the dual challenges of trying to justify their brand protection budgets to internal stakeholders while trying to manage their limited resources and budget in the external fight against brand infringement and counterfeiters.

An expert panel will discuss strategies to get management buy-in for an anticounterfeiting and brand protection program, and how to maximize the effectiveness of an anticounterfeiting and brand protection budget.

Find out about:

- Quantifying the impact of counterfeiting or grey market activities (e.g., product diversion) on a brand.
- Creating and managing an anticounterfeiting and brand protection budget.
- Weighing factors such as team structure, staffing and resource allocation in managing worldwide brand protection and enforcement programs.

**Moderator:**
Justin Pierce, Venable LLP (United States)

**Speakers:**
Ken Bonefeld-Nielsen, Sony Mobile Communications AB (Sweden)
Justin Pierce, Venable LLP (United States)
Omar Shteiwi, Nestle Middle East (United Arab Emirates)

3:45 pm–4:00 pm  Networking Break  Dolmabahce Foyer
4:00 pm–5:15 pm  Session IV  Dolmabahce Ballroom

**Combating Counterfeiting in Turkey**

Leaders on the frontlines in Turkey’s fight against counterfeiting discuss complicated enforcement issues pertaining to:

- Counterfeiting and IP rights in Turkey.
- Counterfeiting hotspots and markets in Turkey, such as Istanbul’s Merter neighborhood.
- Understanding the enforcement work of Turkish IP Courts, including remedies and punishments against counterfeiting.
- Perspectives on combating counterfeiting, such as seizure and destruction of goods.
- How industry and enforcement officials work together.

**Moderator:**
Tuna Yurtseven, Tubay Consultancy & Law Firm (Turkey)
Speakers:
Uğur Aktekin, Mehmet Gun & Partners (Turkey)
Esref Alacayir, Alacayir Law Firm (Turkey)
Pelin Mavili, ICC Turkey and Commodity Exchanges of Turkey (TOBB) (Turkey)
Nathalie Moulle-Berteaux, Lacoste (France)

5:15 pm              Adjourn
5:45 pm–7:15 pm      Welcome Reception               Anadolu

Tuesday, December 4

9:00 am–9:05 am      Overview of Day Two               Dolmabahce Foyer
9:05 am–10:30 am     Session V                             Dolmabahce Ballroom
                     The Key to Successful Trademark Enforcement in China and Africa

• What’s the best way to handle anticounterfeiting actions in China and Africa, where understanding local nuances, language, and the countries’ political, social and economic development priorities are crucial to successful enforcement against trademark counterfeiting?
• How can local legislative and enforcement bodies in China and Africa be encouraged to take swift action against infringers?
• How can law firms and investigators in these countries work together in the fight?

Get answers to these and other important questions at this informative session.

Moderator:
Michael Andrew Enache, Ratza & ratza (Romania)

Speakers:
Vanessa Ferguson, D.M. Kisch Inc. (South Africa)
Lara Kayode, O. Kayode & Company (Nigeria)
William M. Mansfield, ABRO Industries, Inc. (United States)
Ronald van Tuilj, JT International S.A. (Switzerland)
Jason Yao, Acushnet Company (China)

10:30 am–10:45 am    Networking Break               Dolmabahce Foyer
10:45 am–12:15 pm    Session VI                             Dolmabahce Ballroom
                     Anticounterfeiting Policy Issues and Developments

Be brought up to date on major international policy developments and initiatives to address global counterfeiting, including:
- The Anti-Counterfeiting Trade Agreement (ACTA).
- Activities of the new European Union Observatory on Counterfeiting and Piracy administered by OHIM.
- Public awareness campaigns to educate consumers on counterfeiting.
- The activities of the INTA Anticounterfeiting Committee to address the anticounterfeiting policy issues around the world.

**Moderator:**
Lorenzo Litta, De Simone & Partners (Italy)

**Speakers:**
Andrea Di Carlo, OHIM (Spain)
Gustavo Giay, Marval, O'Farrell & Mairal (Argentina)
Candice Li, International Trademark Association (United States)
Chris Oldknow, Microsoft (United Kingdom)

**12:15 pm–1:30 pm**
**Networking Lunch**
Anadolu

**1:30 pm–2:35 pm**
**Session VII, Part I**
Dolmabahce Ballroom
**Transshipment of Counterfeit Goods – Unraveling the Transshipment Schemes**

In Part I, experts will focus on how relevant European jurisprudence affects the way in which rights holders plan enforcement actions to stop the transshipment of counterfeits.

**Moderator:**
Beate Devoghele-Lalk, Attorney-at-Law (Germany)

**Speakers:**
Milan Milojevic, MSA IP (Serbia)
Jeremy Newman, Rouse (United Kingdom)

**2:35 pm–2:50 pm**
**Networking Break**
Dolmabahce Foyer

**2:50 pm–3:45 pm**
**Session VII, Part II**
Dolmabahce Ballroom
**Transshipment of Counterfeit Goods – The Vital Cooperation Among Customs Agencies**

In Part II, you will learn about remedies that can choke the movement of counterfeits in transit or transshipped through various countries in the Middle East. The need for cooperation among customs agencies throughout the world will also be covered.

**Moderator:**
Beate Devoghele-Lalk, Attorney-at-Law (Germany)
Speakers:
Rana Saoud, National Intellectual Property Rights Coordination Center (United States)
Omar Shteiwi, Nestle Middle East (United Arab Emirates)
Christophe Zimmermann, World Customs Organization (Belgium)

3:45 pm
Change of Panel Break

3:45 pm–5:00 pm
Session VIII
Dolmabahce Ballroom
Tackling the Trade of Counterfeits over the Internet

Counterfeits, counterfeits everywhere, and not a counterfeiter in sight!

From the perspectives of a trademark owner, an Internet Service Provider (ISP) and a practitioner, you will receive invaluable insight on the problem of counterfeits being sold via the Internet. Topics include:

- The inherent conflicts between rights holders, the counterfeiters and those whose business models for making a profit by facilitating Internet activity sometimes have the unintended consequence of also promoting trade in counterfeits.
- Various angles available to rights holders – including recent legal developments in the fields of ISP liability and "AdWords."
- A rights holder’s perspective on the problems, including current successes and frustrations, and the latest innovations to try to keep pace with (or even get one step ahead of) the counterfeiters.
- The perspective of those who occupy some of the ground between the counterfeiters and their customers.

Moderator:
Stuart Adams, Rouse (United Kingdom)

Speakers:
Yoram Elkaim, Google France (France)
Massimo Sterpi, Studio Legale Jacobacci & Associati (Italy)
Vanni Volpi, Guccio Gucci S.p.A. (Italy)

5:00 pm
Wrap Up / Adjourn
Dolmabahce Ballroom

Speakers:
Faisal Daudpota, Daudpota International, Program Co-Chair (United Arab Emirates)
Manon Rieger-Jansen, Program Co-Chair, Bird & Bird LLP (Netherlands)
Continuing Legal Education

This conference qualifies as an educational program in the following countries:

- France: CNB accreditation number 12-038
- Italy: 1 credit per hour
- United Kingdom: CPD Points
- United States: CLE Points

For more information, please email cle@inta.org. Be sure to stop by the Registration and Information Desk at the conference to sign the CLE book.

Project Team

Exceptional topics, faculty and presentations have come to distinguish INTA programs and earn them an unmatched reputation in the field of trademark law and practice. INTA owes this achievement to the many volunteers who so willingly contribute their time and energy to this effort.

INTA would like to thank the Project Team for its excellent work in planning and presenting this conference.

**Chairs:**
Faisal Daudpota, Daudpota International (United Arab Emirates)

Manon Rieger-Jansen, Bird & Bird LLP (Netherlands)

**Members:**
Stuart Adams, Rouse (United Kingdom)

Chehrazade Chemcham, Louis Vuitton Malletier SA (United States)

Beate Devoghele-Lalk, Attorney-at-Law (Germany)

Michael Andrew Enache, Ratza & ratza (Romania)

Lorenzo Litta, De Simone & Partners (Italy)

Justin Pierce, Venable LLP (United States)

Ronald van Tuijl, JT International S.A. (Switzerland)

**INTA Staff Liaisons:**
Ann Eng, Director of Education

Paula Lee, Senior Exhibits and Sponsorship Planner

Candice Li, External Relations Manager - Anticounterfeiting
About our Sponsors

Platinum Sponsors

Avantiq

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Avantiq is a specialized Trademark Search Provider. We conduct all type of searches from screening your potential candidates to global legal projects. Our online platform offers direct access to Domain and Company Names as well as Internet Sites such as Amazon®, Ebay®, Linkedin® or Twitter®. All result can then be conveniently incorporated into an exportable report.

Think of us if you are looking for a partner with the highest quality standards. Email address: info@avantiq.com

Baker & McKenzie defined the global law firm in the 20th century, and we are redefining it to meet the challenges of the global economy in the 21st.

We bring to matters the instinctively global perspective and deep market knowledge and insights of nearly 4,000 locally admitted lawyers in 71 offices worldwide. We have a distinctive global way of thinking, working and behaving – “fluency” – across borders, issues and practices.

We understand the challenges of the global economy because we have been at the forefront of its evolution. Since 1949, we have advised leading corporations on the issues of today’s integrated world market. We have cultivated the culture, commercial pragmatism and technical and interpersonal skills required to deliver world-class service tailored to the preferences of world-class clients worldwide.

Ours is a passionately collaborative community. We have the deep roots and knowledge of the language and culture of business required to address the nuances of local markets worldwide. And our culture of friendship and broad scope of practice enable us to navigate complexity across issues, practices and borders with ease.

Our commitment to excellence and fluency are reasons why we have more lawyers listed in more
countries in Chambers Global Directory of the World’s Leading Lawyers than any other global firm.

Having been among leading Intellectual Property and Law Offices of Turkey, Bilen Patent is committed to provide comprehensive range of professional intellectual property services from filing to litigation besides disputes on information technologies such as use and registration of domain names. The firm also intensively renders targeted search and watch services for patents, trademarks and designs.

Bilen Patent’s philosophy is to present truly effective and affordable solutions to our domestic and international clients. Bilen Patent aims to provide a high level of service quality with competitive professional rates. In this perspective, we primarily rely on our team of experts including Turkish and European patent attorneys, having engineering backgrounds from chemistry to electronics, and trademark attorneys as well as attorneys at law, some having national reputation. We also have experienced in house patent interpreters with engineering and pharmaceutics backgrounds in order to ensure most accurate translations.

As being active member of many esteemed associations such as AIPPI, INTA, EPI, ECTA and LES, we always strive to stay updated within the constantly developing IP world.

It is pleasure for Bilen Patent to represent more than 2500 esteemed clients including top patent filers of Turkey and many well known domestic and international companies. Related to this, we are proud to announce our achievement that more than %10 of total domestic patent applications in Turkey in 2011 have been filed by ourselves.

Bilen Patent also intensively files abroad applications and is engaged with litigation procedures throughout the World as many of our domestic clients are global players in their field of activity, enabling us to maintain reciprocity with our foreign colleagues.

In view of above, it is our passion to take a part in the process of evolving creativity into asset.

For more information kindly visit our web site www.bilenpatent.com.tr or e-mail us at info@bilenpatent.com.tr.

Cedar White Bradley is a specialist IP firm for the Middle East and North Africa with offices in Amman (Jordan), Beirut (Lebanon), Cairo (Egypt), Doha (Qatar), Dubai (United Arab Emirates), and Manama (Bahrain). We provide intellectual property advice concerning trade marks, designs, copyright, IP enforcement and anti-counterfeiting, IP investigation, commercialisation and licensing, Customs
measures, IP portfolio management and registration.

We combine the highest standards of Western law firms with knowledge acquired from on-the-ground Middle East practice. Our people are chosen for their training and prior experience with some of the world’s leading western law firms, as well as for their ties to and experience in the Middle East and North Africa. Our lawyers and consultants specialise in trade mark disputes, litigation and enforcement, but also have extensive experience in other areas of IP including copyright, IP in commercial transactions and the management of cross-jurisdictional IP issues.

GREVES GROUP (COMBINATION of Greves Protection Management Private Limited, New Delhi-India, Greves International Limited, Hong Kong and Greves Global Information’s Limited, Dubai-United Arab Emirates), is a business conglomerate with a global network of IP Rights Investigators, who are thoroughly competent and vastly experienced in conducting investigations and enforcement actions. The services of Greves Group have been very vital in controlling and curbing the menace of counterfeiting and unethical business practices prevalent in the industry, largely benefitting their clients worldwide.

Greves Group is one of the most sought for names in the field of corporate investigation, risk protection and IP Rights investigation. Greves Group is a multinational entity with its global head office in New Delhi, India and it has internationally extended its services to corporate houses, IP attorneys, Law firms, Trademark/Geographical Indication mark/copyright holders, corporate legal departments and brand owners to protect their Intellectual Property Rights. Greves Group has widely covered destinations in S Asia, Latin America, Europe, Africa and many other regions.

Greves Group specializes in all forms of IP Rights investigation and enforcement actions under the law. A list of services rendered by Greves Group in this area is as under:

- Enforcement Services – Anti-counterfeiting enforcement actions, Civil Raids
- Internet IP Rights Monitoring Services
- IPR Acquisition Services – purchase of trademarks, Web Domain and Companies
- Litigation Support Investigations Services
- Corporate Investigation Services

For more information kindly visit our web site www.grevesgroup.com or e-mail us at info@grevesgroup.com.
GUR Law Firm, which is one of Turkey’s largest and leading law firms with its five major departments, namely corporate, litigation, maritime, debt collection and intellectual property, provides services with a legal team of 52 lawyers and 14 paralegals at its main offices which are located in Istanbul, Turkey and the branch office in Moscow, Russia. Through the strong and close relations with correspondent lawyers, independent experts and consultants in related fields, the firm is able to provide both private and corporate clients in Turkey and overseas with comprehensive legal services.

GUR IP, as one of the major departments and subsidiaries of GUR Law Firm, has extensive experience in all aspects of contentious and non-contentious intellectual property matters in Turkey and overseas. GUR IP is a registered agency before the Turkish Patent Institute and represents major foreign and Turkish clients for all kinds of filing and prosecution of trademarks, patents, designs and other industrial property rights before the Office. GUR IP also provides a large range of services in IP litigation including but not limited to conducting investigations and police raids, civil and criminal infringement actions and custom seizures.

GUR Law & IP Firm also advises its clients on developing domain name registration strategies and defence and represent its’ clients before national courts and the domain name arbitration centres in Geneva (WIPO) and Prague (Czech Arbitration Court)

Apart from providing a full range of intellectual property services, GUR Law & IP Firm also provides services to its clients in consumer protection law, product liability, media and IT law regulatory compliance, competition law & antitrust and data protection law in Turkey.

Keep Alert online brand monitoring enhances and automates the monitoring of the principal online threats faced by brands today:

- Surveillance of existing and newly registered domain names that use all or part of protected brand names and trademarks.
- Detection of counterfeit eCommerce sites based on domain name monitoring
- International SEM monitoring (Google Adwords, Bing, Yahoo!, Baidu, Yandex, Naver) for traffic hijacking, counterfeiting, boycotts...
- Social media monitoring for negative and disparaging comments, calls to boycott, defamatory remarks...

Keep Alert allows trademark owners and their delegates to quickly and effectively highlight the most relevant results depending on the specific threats faced by the client. Keep Alert domain name monitoring offers automatic features to facilitate detection of unlawful and abusive domain names including: time stamped screenshots, categorization of domain name use (online stores, pornsquating, parking pages...), comments on the previous related UDRP cases with arbitration results... The platform is designed to facilitate the identification of trademark infringements. These
features provide an invaluable service to IP professionals who can filter and action large volumes of dubious, fraudulent and abusive domain names.

Keep Alert recently published a white paper on online counterfeiting detection that can be found on www.keepalert.com. Download our white paper on domain names used for counterfeiting websites: sys.to/counterfeit.

KASHISH INTELLECTUAL PROPERTY GROUP (KIPG) an ‘IP Boutique’, is committed to provide quality services for management and protection of Intellectual Property Rights since the year 2006. Marking its global presence through regional/liaison offices in 35 countries, KIPG is capable of successfully handling IP matters in multiple jurisdictions. KIPG robust team comprises of lawyers and IP investigators having comprehensive knowledge of IP laws and the essential support of the local authorities in the (remotest) regions of Africa and Asia which allows KIPG to empower the brand owners with appropriate steps to safeguard their valuable rights and fight against the counterfeits in the best possible way. On this account, KIPG has gained immense reliance and respect of many organisations /firms, for being a single point of contact for appropriate legal solutions within the allocated budget, for effective enforcement and safeguard of IP rights in the entire Africa and Asia.

As a female firm, OFO VENTURA celebrates its 10th year in the intellectual property market. Since its foundation, OFO VENTURA committed to providing its clients with the highest quality trademark, industrial design, patent, and copyright services available in Turkey. The company specialized in registrations, oppositions, renewals, assignments, licenses, and all other administrative details and has remarkable experience in handling IP portfolios. OFO VENTURA zealously safeguards its clients’ rights and are fully experienced in all procedures relating to the Turkish Patent Institute.

OFO VENTURA’s services also include consultancy in all areas of intellectual property, including licensing and copyrights.

All of OFO VENTURA’s senior staff are highly educated English-speaking professionals having Master’s Degrees from reputable Universities abroad and in Turkey.

OFO VENTURA has a distinguished list of clients. Although respected Turkish companies are well represented, foreign clients constitutes also a very important part of the portfolio. OFO VENTURA service customers from many different business sectors including pharmaceutical, fashion, food, cosmetics industries.
OFO VENTURA has been a sincere supporter of the arts. Actors, actresses, museums, art foundations, and singers have always had a privileged position among the clients and OFO VENTURA is pleased to offer discounted fees to those clients.

OFO VENTURA has a well-founded collaboration with a Law firm that stands ready to provide any and all intellectual property litigation services that may be needed.

ZMP is a full service Intellectual Property Law Firm. Through the network of ZMP Offices across Central and Eastern Europe we are able to provide overall protection of all Intellectual Property rights including both prosecution and enforcement of such rights. Further, our Alicante Office provides full service in relation to European Community Trademarks (CTMs) and Registered Community Designs (RCDs).

Our constant presence in all the countries of Central Eastern Europe, allows us to provide our clients with immediate and simultaneous service in different countries of the region, by simply contacting one of our offices. That is why the services we provide are unique in the region.

Our offices are providing legal assistance and advice in protection of IP rights, management and enforcement of the same in the countries where we operate. We are always in position to meet different needs of our clients.

Services we provide include filing and prosecution of IP rights, search and watching service, IP portfolio management, handling of conflicts; advice and representation in infringement and enforcement matters. We are particularly active in providing expert advice and legal assistance in the matters of counterfeit and piracy.

Gold Sponsors

Ankara Patent was founded in 1964 by Hayri Dericioğlu who had dedicated most of his life to the establishment and development of intellectual property in Turkey by actively being involved in the training, drafting of the official documents, writing and publishing books. M. Kaan DERİÇİOĞLU, who continues as President of Ankara Patent, shares his experience and expertise in the intellectual rights field. He lectures on various topics of intellectual property to both undergraduates and graduates, gives seminars held by a variety of private and public organizations. Together with Vice Presidents E. Korhan DERİÇİOĞLU, Ekin DERİÇİOĞLU KURT, Aysu DERİÇİOĞLU EGEMEN and Sercan
DERİÇİOĞLU Ankara Patent has been serving over 25,000 customers with a team of 100 experts and experienced lawyers and engineers specialized in intellectual property field for 48 years. In February 2010, Ankara Patent expands its network through the launch of its Istanbul branch. As one of the oldest and largest companies in Turkey, Ankara Patent is pleased to provide services for protection of Trade & Service Marks, Patents, Industrial Designs, Utility Models, Domain Names, copyright, searches, IP related agreements & contracts, IP litigation and all other kinds of protection.

Marshall, Gerstein & Borun, with 80 attorneys, supported by a full team of paralegals, patent agents and technical specialists, is ranked as one of the top IP boutique law firms in the country. The Firm is at the forefront of intellectual property law as its professionals understand the hard science behind clients’ innovations and how to devise, evaluate and execute intellectual property strategy. Fortune 500 corporations, small to mid-sized companies, non-profits and inventors turn to Marshall, Gerstein & Borun for comprehensive intellectual property solutions tailored to their needs. The Firm protects, enforces and transfers clients’ intellectual property in more than 100 countries on six continents. Marshall, Gerstein & Borun ranks among the “World’s Leading Intellectual Property Practices” for patents, biotechnology and trademarks according to Managing IP’s 2012 World IP Survey and among the top firms for trademark practice in the U.S. by World Trademark Review, WTR 1000 – 2012. The Firm is repeatedly ranked by Chambers & Partners as one of the top IP boutiques, best recognized for patent, trademark and copyright protection and litigation.

Moroğlu Arseven is a full-service law firm located in Istanbul with broadly demonstrated expertise in business law and intellectual property. The IP department, led by Işık Özdoğan, LL.M., represents clients from a variety of industry sectors including food and beverage, fashion and textiles, healthcare and pharmaceuticals, information technology, logistics, and telecommunications. The IP attorneys are experienced in all Turkish IP matters such as trademarks, copyrights, industrial designs, patents and utility models, domain names, and anti-counterfeiting. Litigation is another specialty of the IP department, which has successfully litigated numerous complex cases for international brands and clients. Moroğlu Arseven’s IP department is distinguished among Turkish IP practices by the close contact provided to clients, immediate and timely results, and innovative legal solutions to intractable problems.

Işık is a member of INTA’s non-traditional marks committee and has been active in INTA for ten years. Prior to joining Moroğlu Arseven, Işık received her LL.M. degree from University of New Hampshire School of Law and then founded her own IP services firm. Clients have called her work “responsive,
concise, and proactive” while other clients have praised the entire IP team for providing “expert, comprehensive legal assistance.” For more information, please email Işık at iozdogan@morogluarseven.av.tr.

NSN Law firm is a full service law firm having a strong reputation in IP, media, entertainment, IT, life sciences practices.

The firm has extensive experience advising major brands in cross-border IP litigation and enforcement. The firm handles large number of IPR portfolio of local and multinational companies.

The Firm provides services on IT, media and entertainment Law. NSN represents international broadcasting firms and celebrities during their performance in Turkey. The firm has copyright enforcement team specialized in online infringement in addition to trademark enforcement team having expertise in anti-counterfeit campaigns.

Senior Partner Selma Ünlü chairs IP and life sciences and co-chairs Media and IT, practice groups with a partner Nazlı Selek. Both partners have been continuously recommended by Legal 500. Selma Ünlü acts as a jurist expert appointed by IPR Courts and Commercial Court of Istanbul and a panelist at WIPO and ADRNC.

SIMAJ Patent & Trademark Attorneys is a firm of Turkish Patent and Trademark Attorneys, European Patent Attorneys and lawyers dealing with obtaining and defending intellectual property rights. Our areas of practice in particular, includes drafting filing and prosecuting all kinds of IP applications as well as opposition, invalidation and cancellation proceedings. In addition, we are also involved in litigation and unfair competition actions before the competent authorities and Courts.

In addition to protecting intellectual property rights, SIMAJ also offers strategic advice for the purpose of securing an increased competitive force for its clients and managing their IP portfolio.

Most of our technical and legal staff has a collective expertise in various IP matters and we believe that this experience is an important prerequisite for understanding the clients’ concerns and to provide a creative and flexible point of view.
Silver Sponsor

Ratza & ratza

Ratza & ratza is one of the leading IP firms in Romania, with extensive practice covering Trademarks, Patents, Industrial Designs, Copyright, Domain Names, Licensing, Litigation and Enforcement, providing representation before the Patent and Trademark Office as well as the competent Courts of Law and Authorities for national and international clients.